

University of Dundee

Creating meaningful engagement via social media

Doran, Heather

Publication date:
2018

Licence:
CC BY

Document Version
Other version

[Link to publication in Discovery Research Portal](#)

Citation for published version (APA):

Doran, H. (2018). *Creating meaningful engagement via social media*. Poster session presented at National Coordinating Centre for Public Engagement Engage Conference 2018, Edinburgh, United Kingdom.

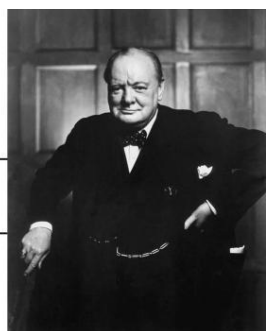
General rights

Copyright and moral rights for the publications made accessible in Discovery Research Portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from Discovery Research Portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain.
- You may freely distribute the URL identifying the publication in the public portal.

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.



Creating Meaningful Engagement Via Social Media

Heather Doran, Leverhulme Research Centre, University of Dundee, h.doran@Dundee.ac.uk @hapsci

Communicating clearly about complex research and generating dialogue with public audiences can be challenging. My Winston Churchill Memorial Trust Travel Fellowship to the USA, Canada, China and Japan investigated the use of social media for engagement with science.



1. Set clear goals. Many people start by trying out social media on a personal level and but in order to integrate it into 'day to day' work they set aims and measure their success. This is an important step to move your activity beyond talking to those you already know online.



2. Work with partners and those that already interact with the groups you want to connect with online. You might even be able to reach your goal without creating multiple new social media accounts.

3. There is a skills gap.

Individuals are expected to use social media as part of their role but unsure why and how to achieve success. Those established online can help support and mentor others.



4. Reach beyond your social

To be global, institutions and individuals need to consider networks beyond those that might be familiar to them in a social context.



5. Risk is good. In order to be successful organisations and individuals need to take on a certain degree of risk, but the pay off can be fantastic. There needs to be trust between staff and the institution.



6. Forget policy. Social media policies are outdated before they are implemented. Positive guidelines work best.

7. Use video. Capture attention and imagination. Invite the public into spaces that have been off limits to non specialists.



8. Share content from others (with permissions and credit). Make yourself the 'go-to' in that area of speciality.



9. Be human in your tone and content, invite people to interact with you and respond to those that do.

10. Create offline support.

Let others know you are sharing on social. Lean on those networks if things do go wrong. Don't be afraid to experiment!

